



RR Donnelley Showcases Direct Marketing Solutions at the 2016 Direct Marketing Association Annual Event

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Innovative Communication Solutions that Drive Results

CHICAGO--(BUSINESS WIRE)-- R. R. Donnelley & Sons Company (NYSE:RRD), a leader in enabling integrated **multi-channel marketing and business communications**, announced today that it will showcase its suite of data-driven multichannel communication services designed to enable customers to transform everyday consumers into lifelong customers at **&THEN**, the Direct Marketing Association's annual event, October 16-18 at the Los Angeles Convention Center in Los Angeles, California. The **&THEN** event is designed to deliver the latest global marketing experiences for data-driven digital marketers. RR Donnelley will feature their latest technology, solutions, and expertise to create, personalize, optimize, and deliver impactful marketing communications.

"We have helped drive positive results for our customers for decades—creating, managing and executing countless innovative campaigns," commented Dan Thornton, President of RR Donnelley Response Marketing Services. "Our analytical tools and broad, flexible platform help power the most targeted and relevant messaging your customers will see, engage with and act on."

RR Donnelley's booth will highlight its suite of multichannel solutions to create data-driven communications by easily combining email, print, web, and video in exciting and cost-effective ways. From personalized **direct mail** to email, variable video, and **augmented reality**, RR Donnelley offers unique capabilities that synchronize and optimize communications across virtually every channel.

"Today's consumers expect personalized, high-touch experiences at every turn," said Dan Knotts, RR Donnelley's Chief Executive Officer. "We provide integrated data-driven communications, in both print and digital, creating endless possibilities to deliver the right message, to the right audience, in the right format, through the right channels and at the right time to create highly relevant campaigns that improve results for our customers."

Visit Booth #131 and learn more about RR Donnelley's solutions.

About RR Donnelley

RR Donnelley is a leading global provider of integrated multi-channel marketing and business communications solutions. With more than 52,000 customers and 42,000 employees across 28 countries, RR Donnelley offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to effectively create, manage, deliver and optimize their multi-channel communications strategies.

For more information, and for RR Donnelley's Global Social Responsibility Report, visit the company's web site at <http://www.rrdonnelley.com>.

Use of Forward-Looking Statements

This news release may contain "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a

number of assumptions, risks, and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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